

MASTER OF SCIENCE IN BUSINESS ECONOMICS (MARKETING)

60 ECTS CREDITS - LANGUAGE: ENGLISH

WHAT

In the Business Economics programme students become acquainted with almost every functional aspect of the business world: how and why a company is established, how it is financed, how it organises itself administratively, how it produces goods and services, how it markets and sells those goods and services, how it deals with personnel and how the company's management co-ordinates and steers all those activities. The emphasis is on the inside of the business. The Master's programme offers three disciplines that allow you to tailor your curriculum according to your own interests, and become an expert in one of the three functional fields.

Effective **marketing** is key to the success of every organisation, especially in today's social media driven, consumer-centred business environment. When diving into the functional field of marketing, you will be given the opportunity to develop and sharpen your marketing skills, such as learning to understand consumers' decision-making, identifying and meeting target markets' needs based on adequate market research techniques, developing bold strategic marketing programmes and corresponding (digital) marketing communications. As the majority of commercial processes relate to transactions between organisations, not only business-to-consumer, but also business-to-business marketing is studied. Several course units use a problem-based methodology by means of which students analyse and work out specific case studies in small groups.

STRUCTURE

The Master's programme has a modular structure that differs from the traditional semester system. Course units are organised into six-week modular blocks. Each block consists of only two course units, allowing students to engage with the material in a more focused and in-depth manner. The teaching methods are challenging and varied, including case studies, group assignments, discussion panels, lectures, business games, and more. At the end of each modular block, students take examinations for the two course units. In addition, the blocks include interim assessments and (group) assignments. As a result, there are no examination periods in January or June. You can take up an internship as an elective course during the months January, Easter break or June. In the second term, you will follow a practical course

unit related to your specialisation, providing you with direct exposure to the professional field. The programme also offers sufficient time to work on your Master's dissertation, which is a key component of the degree. The dissertation demonstrates your ability to independently apply acquired knowledge to a specific problem.

Students who wish to combine a Master's degree with a teaching qualification may opt for the Master's Programme in Teaching (in Dutch: *Educatieve master*) instead of the programme described above. Please note that the Master's Programme in Teaching is taught in Dutch. www.ugent.be/educatievemaster.

Finally, it is possible to participate in a **double degree programme** with Georg-August-Universität Göttingen. In a double degree programme, students obtain a degree from both the home university and the host university.

LABOUR MARKET

The primary career destination for graduates in Business Economics is the business sector. Alumni can be found in a wide range of positions across companies and non-profit organisations. Most graduates start their careers in the specialisation they selected during the Master's programme, although this often evolves over time. Some graduates take on increasing responsibilities within their original field, progressing to roles such as marketing manager or financial director, and eventually advancing to positions such as Chief Marketing Officer (CMO), Chief Financial Officer (CFO), or even Chief Executive Officer (CEO). Others broaden their careers by moving into different functional areas or by being promoted to general management positions. The broad orientation of the programme facilitates such career mobility. A substantial number of graduates pursue careers in economic professions, such as accountant, corporate consultant, tax advisor, or marketing consultant. These professions can be practised either as an employee or as a self-employed professional. Finally, Business Economics graduates are also employed in banks, insurance companies, government agencies, and organisations closely affiliated with the public sector.

Some examples of jobs for graduates in Business Economics:

- auditor
- accountmanager
- digital marketeer

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- credit control officer
- executive director
- business advisor
- marketing & communication officer
- project finance consultant
- M&A analyst
- treasury analyst
- financial controller
- business consultant
- senior accountant
- ...

TOELATINGSVOORWAARDEN VOOR HOUDERS VAN EEN VLAAMS DIPLOMA

1 Rechtstreeks:

- Bachelor in de toegepaste economische wetenschappen
- Bachelor in de toegepaste economische wetenschappen: bedrijfskunde
- Bachelor in de toegepaste economische wetenschappen: economisch beleid
- Bachelor of Business Economics
- Educatieve master in de economie, afstudeerrichting: handelswetenschappen
- Master handelsingenieur
- Master handelsingenieur in de beleidsinformatica
- Master in Business Engineering
- Master in de handelswetenschappen
- Master in de toegepaste economische wetenschappen: bedrijfskunde
- Master in de toegepaste economische wetenschappen: economisch beleid
- Master in de toegepaste economische wetenschappen: handelsingenieur
- Master in de toegepaste economische wetenschappen: handelsingenieur in de beleidsinformatica
- Master of Business Administration
- Master of Business and Information Systems Engineering
- Master of Business Engineering: Business and Technology

2 Na het met succes voltooien van een voorbereidingsprogramma:

MIN 37 SP - MAX 90 SP

- Een diploma van een bacheloropleiding in het academisch onderwijs
- Een diploma van een masteropleiding aansluitend op een bacheloropleiding
- Een diploma van een masteropleiding die volgt op een andere masteropleiding

3 Na het met succes voltooien van een schakelprogramma:

58 SP

- a opleidingen nieuwe structuur:
 - Bachelor in de netwerkeconomie
 - Bachelor in het bedrijfsmanagement
 - Bachelor of Business Management
 - Bachelor of International Business Management
- b opleidingen oude structuur:
 - Gegradueerde in bedrijfsbeheer, optie accountancy-fiscaliteit

- Gegradueerde in bedrijfsbeheer, optie expeditie, distributie en transport
- Gegradueerde in bedrijfsbeheer, optie financie- en verzekeringswezen
- Gegradueerde in bedrijfsbeheer, optie marketing
- Gegradueerde in bedrijfsbeheer, optie milieu-administratie
- Gegradueerde in bedrijfsbeheer, optie rechtspraktijk

ADMISSION REQUIREMENTS FOR INTERNATIONAL DEGREE STUDENTS

• The programme is open to students with at least a bachelor degree that consists of the four learning trajectories that are present in Ghent University's bachelor in business economics programme:

- 1 economics trajectory: microeconomics, macroeconomics, labour economics, monetary economics, etc.
- 2 business economics trajectory: accounting, corporate finance, marketing, management accounting, etc.
- 3 quantitative trajectory: mathematics, calculus, algebra, etc.
- 4 methodological trajectory: statistics, econometrics, research methods, etc.

For more information about the required student profile, check the faculty's website: <https://www.ugent.be/eb/en/study-programmes/master-in-business-economics/overview.htm>

- Non-EEA students are required to additionally submit a GMAT or GRE test score, applications without a GMAT or GRE test score will not be processed. EEA students are strongly advised to add a GMAT or GRE test score to their application since the faculty will be granting 8 scholarships to students with outstanding scores on the GMAT or GRE test.

Information on admission requirements and the administrative procedure for admission on the basis of a diploma obtained abroad, can be found on the following page: www.ugent.be/prospect/en/administration/enrolment-or-registration.

LANGUAGE REQUIREMENTS

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Language requirements Dutch: no language requirements
English: CEFR level B2

The language requirements for this study programme can be found on: www.ugent.be/languagerequirements

For students who wish to enroll in this master based on a **Flemish degree**: www.ugent.be/eb/nl
For students who wish to enroll in this master based on a **non-Flemish degree**: www.ugent.be/eb/en

PRACTICAL INFORMATION

Study programme

studiekiezer.ugent.be/master-of-science-in-business-economics-marketing-en/programma

Information sessions

Graduation Fair

afstudeerbeurs.gent/en/students/further-studies

Open Days

Each spring the graduation fair **EVOLV** organised by the UGent Association, offers the opportunity to discover all possible options to continue studying or to start looking for a job (with more than 200 different companies).

There is also a specific Open Day that offers the opportunity to visit the campus, talk to professors and students, discover the course material and ask questions. Registration will open on March 1st.

25 April 2026 11u00 - 12u30 - Campus Tweekerken

Enrolling institution

Information on enrolment at Ghent University.

Application Deadline (for International degree students)

For students who **need a visa**: before 1st of April

For students who **do not need a visa**: before 1st of June

Read more

Tuition fee

More information is to be found on: www.ugent.be/tuitionfee

Contact

For students who wish to enroll in this master based on a

Flemish degree: traject.eb@ugent.be

For students who wish to enroll in this master based on a **non-**

Flemish degree: international.eb@ugent.be.